Atty. Docket No: 28049/33270

# DECLARATION FOR PATENT APPLICATION AND POWER OF ATTORNEY

As a below named inventor, I hereby declare that my residence, post office address and citizenship are as stated below nex to my name; I believe that I am the original, first and sole inventor (if only one name is listed below) or an original, first and join anventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention which (check one): 8 is attached hereto; □ was filed on	As a below named inventor. I hereby declare that my residence and are		
inventor (it plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled 'SOURCE DETECTION APPARATUS AND METHOD FOR AUDIENCE MEASUREMENT,* the specification of which (check one): 28 is attached hereto;	to my name; I believe that I am the original, first and sole inventor (if the latter address and citizenship are	as stated bel	low next
entitled "SOURCE DETECTION APPARATUS AND METHOD FOR AUDIENCE MEASUREMENT," the specification of which (check one): 8 is attached hereto;   was filed on	inventor (if plural names are listed below) of the second control	iginal firet a	and inine
wanich (check one): 8 is attached hereto; □ was filed onas Application Serial No	entitled "SOURCE DETECTION ADDADATELIC AND A CONTROL of which a patent is sou	ght on the in	nvention
and was amended on	which (check one): A is attached harman us AND METHOD FOR AUDIENCE MEASUREMENT "	the specific	otion of
I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment(s) referred to above. I acknowledge the duty to disclose to the Patent and Trademark Office all information known to me to be material to patentability as defined in 37 C.F.R. §1.56.  I hereby claim foreign priority benefits under 35 U.S.C. §119 of any foreign application(s) for patent or inventor's certificate or or of any PCT international application(s) designating at least one country other than the United States of America listed below and have also identified below any foreign application(s) for patent or inventor's certificate or any PCT international application(s) designating at least one country other than the United States of America filed by me on the same subject matter having a filing date before that of the application(s) of which priority is claimed:  Priority Claimed  (Application Serial Number)  (Country)  (Day/Month/Year Filed)  (Application Serial Number)  (Country)  (Day/Month/Year Filed)  (Application Serial Number)  (Country)  (Day/Month/Year Filed)  (Application Serial Number)  (Day/Month/Year Filed)  (Status-Patented, Pending or Abandoned)  (Application Serial Number)  (Day/Month/Year Filed)  (Day/Month/Year Filed)  (Status-Patented, Pending or Abandoned)  (Application Serial Number)  (Day/Month/Year Filed)	and were smooth discrete; U was filed on as Application Series	1 No	auon or
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Thereby claim the benefit under 35 U.S.C. §119(e) of any United States provisional application(s) listed below:  (Application Serial Number)  (Day/Month/Year Filed)  (Application Serial Number)  (Day/Month/Year Filed)  (Day/Month/Year Filed)  (Application Serial Number)  (Day/Month/Year Filed)	to me to be material to patentability as defined in 37 C.F.R. §1.56.	information	known
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between the filing date of the prior application(s) and the national or PCT international filing date of this application:  (Application Serial Number)  (Day/Month/Year Filed)  (Day/Month/Year Filed)  (Status-Patented, Pending or Abandoned)  (Status-Patented, Pending or Abandoned)	not disclosed in the prior application (a) in Al-	this applicati	: :-
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	I hereby declare that all statements made herein of my own knowledge are true and that all statements.	rung or Aband	oned)

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. §1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

POWER OF ATTORNEY: I hereby appoint as my attorneys, with full powers of substitution and revocation, to prosecute this application and transact all business in the Patent and Trademark Office connected therewith:

Alvin D. Shulman (19,412) Donald J. Brott (19,490) Owen J. Murray (22,111) Allen H. Gerstein (22,218) Nate F. Scarpelli (22,320) Edward M. O'Toole (22,477) Michael F. Borun (25,447)	Trevor B. Joike (25,54 Timothy J. Vezeau (26 Carl E. Moore, Jr. (26 Richard H. Anderson ( Patrick D. Ertel (26,87 James P. Zeller (28,49) William E. McCracken	,348) ,487) 26,526) 7)	Anthony Nin Christine A. Kevin D. Ho Jeffrey S. Sh	Dudzik (31,245) gg (31,839) arp (31,879) chopien (32,167)	James J. Napoli (32,361) Richard M. La Barge (32,254) Jeffry W. Smith (33,455) Douglass C. Hochsteler (33,710) Cynthia L. Schaller (34,245) Robert M. Gerstein (34,824)
Send correspondence	to: Trevor B. Joike				
FIRM NAME	PHONE NO.	ST	EET	CITY & STATE	ZIP CODE
Marshall, O'Toole, Gerstein, Murray & Borun	312-474-6300		ars Tower Vacker Drive	Chicago, Illinois	60606-6402
Full Name of First or Sole Inventor			Citizenship		
Henry B. Wheeler			United State	es of America	
Residence Address - Street			Post Office Ad	Idress - Street	
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City (Zip)			City (Zip)		
St. Petersburg 33704			St. Petersbu	rg 33704	·
State or Country Florida			State or Countr		
			Florida	•	i i
Date January	21,1997		Signature /	Lenus B. W	Ruler
Second Joint Inventor, if any					
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#### APPLICABLE RULES AND STATUTF

## 37 CFR 1.56. DUTY OF DISCLOSURE - INFORMATION MATERIAL TO PATENTABILITY (Applicable Portion)

- (a) A patent by its very nature is affected with a public interest. The public interest is best served, and the most effective patent examination occurs when, at the time an application is being examined, the Office is aware of and evaluates the teachings of all information material to patentability. Each individual associated with the filing and prosecution of a patent application has a duty of candor and good faith in dealing with the Office, which includes a duty to disclose to the Office all information known to that individual to be material to patentability as defined in this section. The duty to disclose information exists with respect to each pending claim until the claim is canceled or withdrawn from consideration, or the application becomes abandoned. Information material to the patentability of a claim that is canceled or withdrawn from consideration need not be submitted if the information is not material to the patentability of any claim remaining under consideration in the application. There is no duty to submit information which is not material to the patentability of any existing claim. The duty to disclose all information known to be material to patentability is deemed to be satisfied if all information known to be material to patentability of any claim issued in a patent was cited by the Office or submitted to the Office in the manner prescribed by §§ 1.97(b)-(d) and 1.98. However, no patent will be granted on an application in connection with which fraud on the Office was practiced or attempted or the duty of disclosure was violated through bad faith or intentional misconduct. The Office encourages applicants to carefully examine:
  - prior art cited in search reports of a foreign patent office in a counterpart application, and (1)
  - the closest information over which individuals associated with the filing or prosecution of a patent (2)application believe any pending claim patentability defines, to make sure that any material information contained therein is disclosed to the Office.

Information relating to the following factual situations enumerated in 35 USC 102 and 103 may be considered material under 37 CFR 1.56(a).

## 35 U.S.C. 102. CONDITIONS FOR PATENTABILITY: NOVELTY AND LOSS OF RIGHT TO PATENT

A person shall be entitled to a patent unless --

- (a) the invention was known or used by others in this country, or patented or described in a printed publication in this or a foreign country, before the invention thereof by the applicant for patent, or
- (b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of the application for patent in the United States, or
  - (c) he has abandoned the invention, or
- (d) the invention was first patented or caused to be patented, or was the subject of an inventor's certificate, by the applicant or his legal representatives or assigns in a foreign country prior to the date of the application for patent in this country on an application for patent or inventor's certificate filed more than twelve months before the filing of the application in the United States, or
- (e) the invention was described in a patent granted on an application for patent by another filed in the United States before the invention thereof by the applicant for patent, or on an international application by another who has fulfilled the requirements of paragraph (1), (2), and (4) of section 371(c) of this title before the invention thereof by the applicant for patent, or
  - (f) he did not himself invent the subject matter sought to be patented, or
- (g) before the applicant's invention thereof the invention was made in this country by another who had not abandoned, suppressed, or concealed it. In determining priority of invention there shall be considered not only the respective dates of conception and reduction to practice of the invention, but also the reasonable diligence of one who was first to conceive and last to reduce to practice, from a time prior to conception by the other.

### 35 U.S.C. 103. CONDITIONS FOR PATENTABILITY; NON-OBVIOUS SUBJECT MATTER

A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

Subject matter developed by another person, which qualifies as prior art only under subsection (f) or (g) of section 102 of this title, shall not preclude patentability under this section where the subject matter and the claimed invention were, at the time the invention was made, owned by the same person or subject to an obligation of assignment to the same person.

#### 35 U.S.C. 112. SPECIFICATION (Applicable Portion)

The specification shall contain a written description of the invention, and of the manner and process of making and using it, in such full, clear, concise, and exact terms as to enable any person skilled in the art to which it pertains, or with which it is most nearly connected, to make and use the same, and shall set forth the best mode contemplated by the inventor of carrying out his invention.

Atty. Docket N: 28049/33270

#### DECLARATION FOR PATENT APPLICATION AND POWER OF ATTORNEY

As a below named inventor, I he	ereby declare that my residence, po	st office address and citizenship are	as stated belo	w next
to my name; I believe that I am the original	nal, first and sole inventor (if only	one name is listed below) or an ori	iginal, first an	d ioint
inventor (if plural names are listed below				
entitled "SOURCE DETECTION APP	ARATUS AND METHOD FOR	AUDIENCE MEASUREMENT."	the specifica	tion of
which (check one):   is attached hereto	o: D was filed on	as Application Seria		
and was amended on		(if applicable); □ was filed a	as PCT Intern	ational
and was amended on Application No on	and was amended under	Article 19 on	if appli	
I hereby state that I have reviewed and un	derstand the contents of the above-	identified specification, including the	(n appn	
by any amendment(s) referred to above.				
to me to be material to patentability as d		o the 1 stells and 1 statemark office an	i miormation	KHOWA
I hereby claim foreign priority b	enefits under 35 U.S.C. &119 of any	y foreign application(s) for patent or	inventor's cer	tificate
or of any PCT international application(s	s) designating at least one country of	other than the United States of Ame	rica listed belo	ow and
have also identified below any foreign	application(s) for patent or invent	or's certificate or any PCT interna	tional annlica	tion(s)
designating at least one country other tha	on the United States of America file	ed by me on the same subject matter	having a filir	na date
before that of the application(s) of which	priority is claimed:	of me on the same subject matter	navmg a mm	ig unio
••	•		Priority C	laimed
(Application Serial Number)	(Country)	(Day/Month/Year Filed)	Yes	No
	•	,		
(Application Serial Number)	(Country)	(Day/Month/Year Filed)	Yes	No
I hereby claim the benefit under	35 U.S.C. §119(e) of any United	States provisional application(s) lis	ted below:	
(Application Serial Number)	·	(Day/Month/Year Filed)		
(-41		(Day/Monal/Teal Thea)		
(Application Serial Number)		(Day/Month/Year Filed)		
I hereby claim the benefit unde	r 35 U.S.C. §120 of any United S	States application(s) or PCT interna	tional applica	tion(s)
designating the United States of America	listed below and, insofar as the st	ubject matter of each of the claims	of this applica	tion is
not disclosed in the prior application(s) i	in the manner provided by the first	paragraph of 35 U.S.C. §112, I ac	knowledge th	e duty
to disclose to the Office all information l	known to me to be material to pate	ntability as defined in 37 C.F.R. §	1.56 which oc	curred
between the filing date of the prior appli	cation(s) and the national or PCT	international filing date of this appl	ication:	
(Application Serial Number)	(Day/Month/Year Filed)	(Status-Patented	Pending or Aba	ndoned)
(Application Serial Number)	(Day/Month/Year Filed)	(Status-Patented	Pending or Aba	ndoned)
I homeby dealess that all statemen	ats made herein of my own knowle	dge are true and that all statements i		

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. §1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Atty. Docket No: 28049/33270

POWER OF ATTORNEY: I hereby appoint as my attorneys, with full powers of substitution and revocation, to prosecute this application and transact all business in the Patent and Trademark Office connected therewith:

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#### APPLICABLE RULES AND STATUTF

#### 37 CFR 1.56. DUTY OF DISCLOSURE - INFORMATION MATERIAL TO PATENTABILITY (Applicable Portion)

- (a) A patent by its very nature is affected with a public interest. The public interest is best served, and the most effective patent examination occurs when, at the time an application is being examined, the Office is aware of and evaluates the teachings of all information material to patentability. Each individual associated with the filing and prosecution of a patent application has a duty of candor and good faith in dealing with the Office, which includes a duty to disclose to the Office all information known to that individual to be material to patentability as defined in this section. The duty to disclose information exists with respect to each pending claim until the claim is canceled or withdrawn from consideration, or the application becomes abandoned. Information material to the patentability of a claim that is canceled or withdrawn from consideration need not be submitted if the information is not material to the patentability of any claim remaining under consideration in the application. There is no duty to submit information which is not material to the patentability of any existing claim. The duty to disclose all information known to be material to patentability of any claim issued in a patent was cited by the Office or submitted to the Office in the manner prescribed by §§ 1.97(b)-(d) and 1.98. However, no patent will be granted on an application in connection with which fraud on the Office was practiced or attempted or the duty of disclosure was violated through bad faith or intentional misconduct. The Office encourages applicants to carefully examine:
  - (1) prior art cited in search reports of a foreign patent office in a counterpart application, and
  - (2) the closest information over which individuals associated with the filing or prosecution of a patent application believe any pending claim patentability defines, to make sure that any material information contained therein is disclosed to the Office.

Information relating to the following factual situations enumerated in 35 USC 102 and 103 may be considered material under 37 CFR 1.56(a).

#### 35 U.S.C. 102. CONDITIONS FOR PATENTABILITY: NOVELTY AND LOSS OF RIGHT TO PATENT

A person shall be entitled to a patent unless --

- (a) the invention was known or used by others in this country, or patented or described in a printed publication in this or a foreign country, before the invention thereof by the applicant for patent, or
- (b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of the application for patent in the United States, or
  - (c) he has abandoned the invention, or
- (d) the invention was first patented or caused to be patented, or was the subject of an inventor's certificate, by the applicant or his legal representatives or assigns in a foreign country prior to the date of the application for patent in this country on an application for patent or inventor's certificate filed more than twelve months before the filing of the application in the United States, or
- (e) the invention was described in a patent granted on an application for patent by another filed in the United States before the invention thereof by the applicant for patent, or on an international application by another who has fulfilled the requirements of paragraph (1), (2), and (4) of section 371(c) of this title before the invention thereof by the applicant for patent, or
  - (f) he did not himself invent the subject matter sought to be patented, or
- (g) before the applicant's invention thereof the invention was made in this country by another who had not abandoned, suppressed, or concealed it. In determining priority of invention there shall be considered not only the respective dates of conception and reduction to practice of the invention, but also the reasonable diligence of one who was first to conceive and last to reduce to practice, from a time prior to conception by the other.

#### 35 U.S.C. 103. CONDITIONS FOR PATENTABILITY; NON-OBVIOUS SUBJECT MATTER

A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

Subject matter developed by another person, which qualifies as prior art only under subsection (f) or (g) of section 102 of this title, shall not preclude patentability under this section where the subject matter and the claimed invention were, at the time the invention was made, owned by the same person or subject to an obligation of assignment to the same person.

#### 35 U.S.C. 112. SPECIFICATION (Applicable Portion)

The specification shall contain a written description of the invention, and of the manner and process of making and using it, in such full, clear, concise, and exact terms as to enable any person skilled in the art to which it pertains, or with which it is most nearly connected, to make and use the same, and shall set forth the best mode contemplated by the inventor of carrying out his invention.